



ADVANCING THE FUTURE OF CONNECTED AVIATION

Avionics International is the trusted source for professionals shaping the evolution of aviation electronics and connectivity.

Covering technologies that power commercial, business, and military aircraft—from cockpit systems and data analytics to embedded computing and EFBs—Avionics delivers the insights decision-makers rely on to stay informed, competitive, and connected.



CRITICAL INFRASTRUCTURE

— DIVISION —

Access Intelligence is a **global leader in information and marketing**, offering a diverse portfolio of events, digital media, and data solutions.

Our team of experts nationwide combines unmatched skills in **content creation, marketing, analytics and event execution**.

Empowered by a strong parent company, our brands harness scale, innovation, and credibility to deliver unparalleled value to every industry we serve.

Access Intelligence's Critical Infrastructure Division serves markets spanning **aviation, defense, energy, healthcare, chemical, power, and more**.

At the nexus of security, resilience and technology, our trusted media and event platforms connect industry leaders around topics such as **AI, 5G, cybersecurity, and data management**.

Powered by the strength of Access Intelligence, **we deliver influential platforms that drive growth and innovation across critical sectors**.

AEROSPACE

Via Satellite



CYBERSAT



DEFENSE DAILY

DD Capitol Hill Report

DD Military Space Update

DD Weekly Digest

Aircraft Value
NEWS

AVIONICS
—INTERNATIONAL—

HEALTHCARE



OR Business
Management
Summit

INFRASTRUCTURE



CONVENTION
SPORTS & ENTERTAINMENT
FACILITIES CONFERENCE



U.S. NUCLEAR ENTERPRISE

EXCHANGEMONITOR
PUBLICATIONS & FORUMS



ENERGY & ENGINEERING

POWER



Data Center
POWER exchange



Access
Intelligence

2.2M Customer Database

**CRITICAL
INFRASTRUCTURE**
DIVISION



Aerospace Group

UNIFYING COMMERCIAL & DEFENSE REACH

By integrating the Satellite Group, Defense Daily and Avionics, we now bring deeper, more cohesive coverage across the full government, military and commercial aerospace ecosystem.

DEFENSE DAILY

Via Satellite



CYBERSAT

AVIONICS
— INTERNATIONAL —

KEY STRENGTHS & VALUE PROPOSITION

- **Expanded Government & Military Footprint**
 - Access to DoW, intelligence and aerospace leadership
 - Deeper reach across mission and acquisition audiences
 - Stronger access to government and military decision-makers
- **Cross-Market Intelligence**
 - Coverage spans satcom, avionics, cyber & defense primes
 - Enables clients to navigate interconnected opportunities
- **Content & Thought Leadership**
 - From Via Satellite to Defense Daily, we deliver insights and analysis that resonate with both strategic and technical stakeholders
 - Consistent, holistic coverage across commercial, defense and aerospace markets
 - Differentiated positioning as a trusted partner across the ecosystem



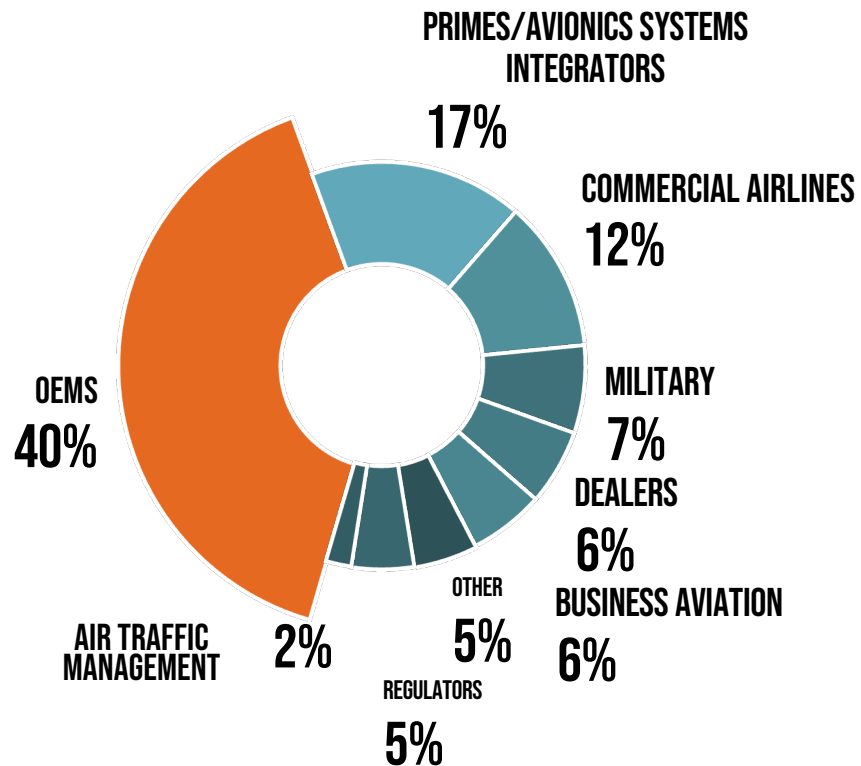
Access
Intelligence

**CRITICAL
INFRASTRUCTURE**
DIVISION

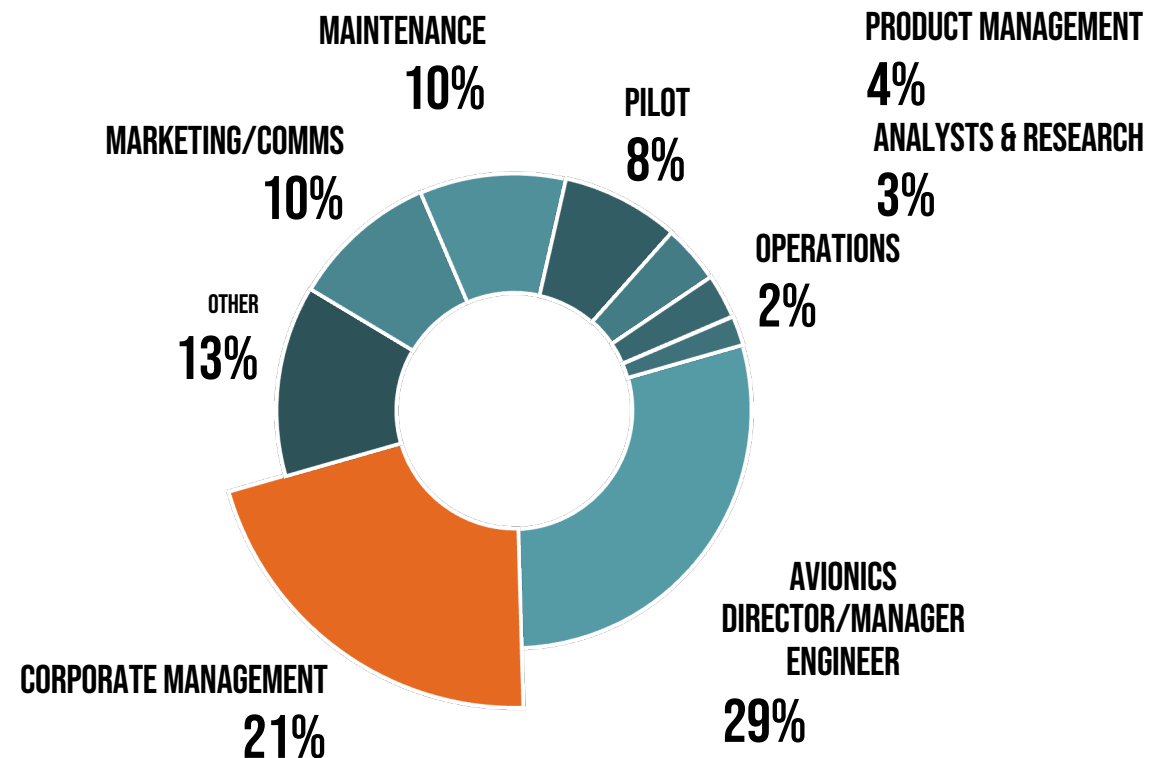
Avionics — INTERNATIONAL — AUDIENCE PROFILE

Reaching the professionals advancing aircraft systems and connectivity worldwide.

INDUSTRIES



JOB FUNCTION



AUDIENCE

REACH

Delivering trusted
aviation insights across
web, email, and social

MONTHLY PAGEVIEWS

15K

WEB

SOCIAL FOLLOWERS

124K

WEB

MARKETABLE EMAILS

87K

EMAIL

NEWSLETTER SUBSCRIBERS

28K

EMAIL

AD IMPRESSIONS SERVED

1.7MM

ADVERTISING

WHAT ARE YOUR GOALS?

Whether your goals include building brand awareness, demonstrating thought leadership, generating qualified leads, or strengthening strategic relationships, Avionics International offers tailored programs that connect you with a highly engaged audience of avionics and aerospace professionals.

Our integrated advertising and sponsorship opportunities deliver measurable impact, amplifying your message, advancing your brand's credibility, and engaging key decision-makers across the aviation and aerospace ecosystem.



BRAND AWARENESS SOLUTIONS

WEBSITE ADVERTISING

Place your banner and native ads embedded within and alongside editorial content on Avionics-International.com.

NEWSLETTER ADVERTISING

Share your message with a highly engaged global audience of aviation and aerospace professionals through the bi-weekly Avionics International Report.

AIRCRAFT VALUE NEWS

A sister brand to Avionics International, Aircraft Value News delivers the trusted intelligence financial analysts, lessors, and airlines depend on to make informed aircraft investment decisions. Align your brand with this trusted platform to reach key decision-makers in aircraft finance.

TARGETED EBLASTS

Deploy your message to a target audience of 5,000 names from our database.

BRAND BOOST

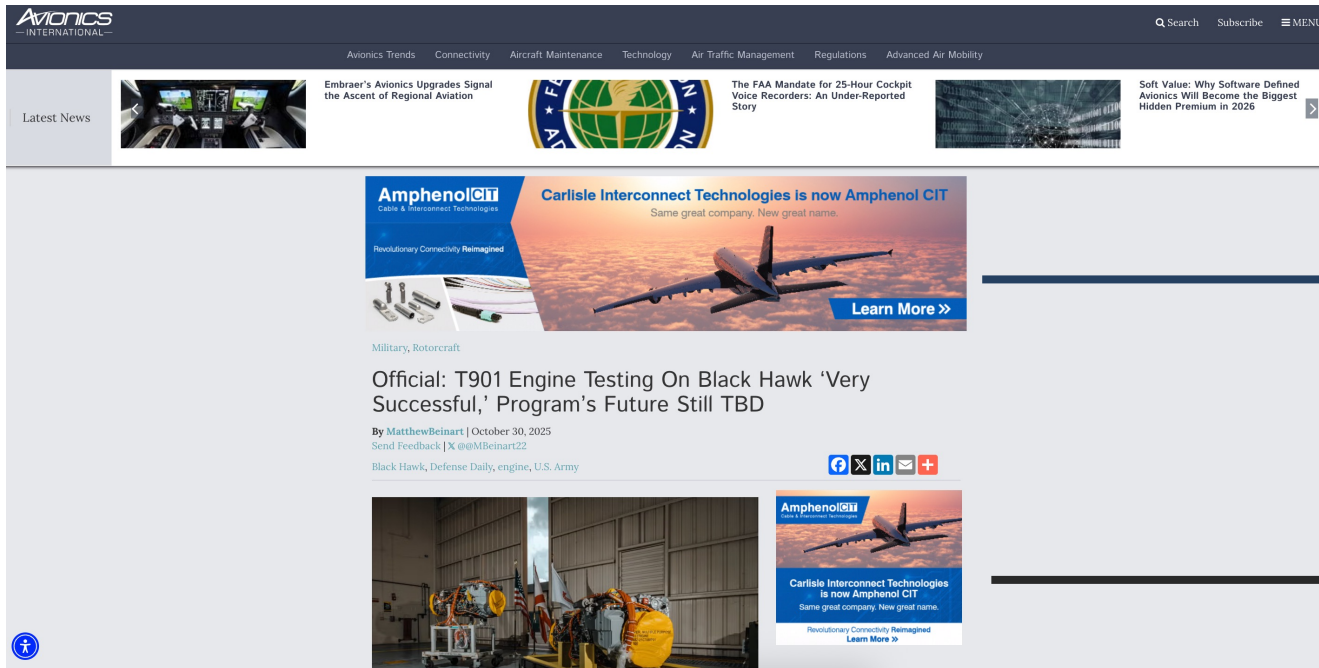
Leverage our first-party data to target your ideal audience on our site, through programmatic, and on Facebook and LinkedIn.

VIDEO BOOST

Expand the reach of your video to the Defense Daily audience with targeted video ads optimized for impressions, clicks or complete views.

[SCHEDULE A MEETING!](#)

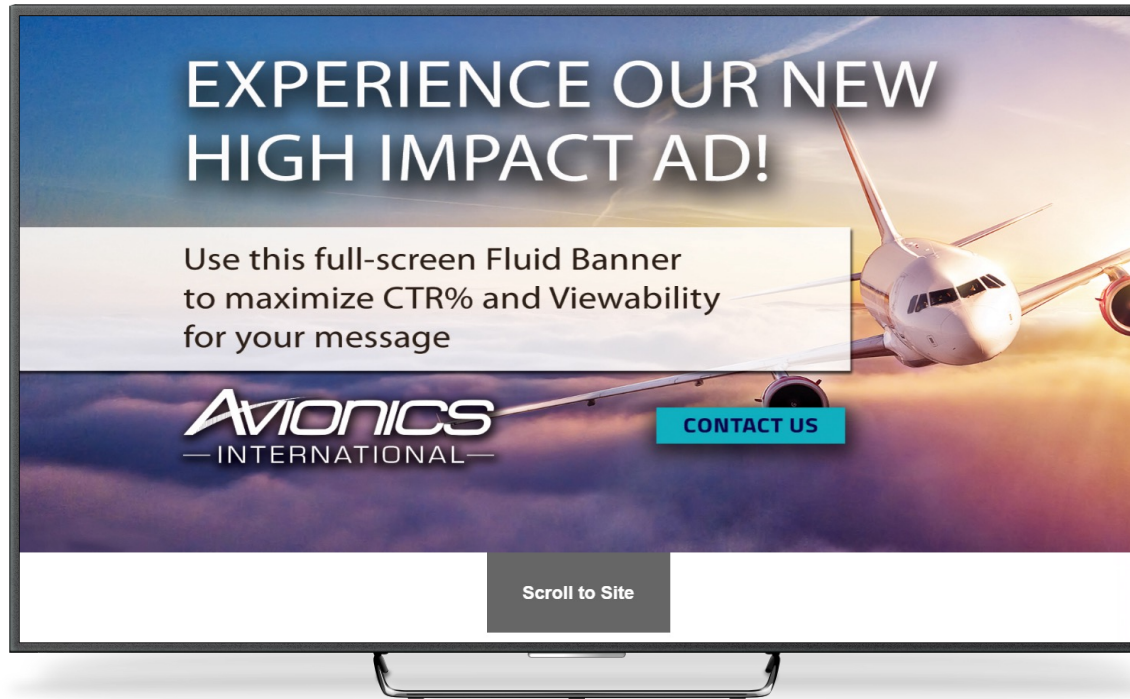
WEBSITE ADVERTISING



HIGH IMPACT AD UNITS

- Leaderboard - 970x250
- \$120/CPM
- Medium Rectangle – 300X250
- \$120/CPM

WEBSITE ADVERTISING



HIGH IMPACT AD UNITS

- **Fluid - \$4,000/Week**
 - Maximize CTR % and viewability with our high-impact fluid banner

WEBSITE ADVERTISING



HIGH IMPACT AD UNITS

- Native - \$140/CPM

NEWSLETTER ADVERTISING



This week we feature stories on Anduril and Archer Aviation pitching a British eVTOL, Airbus details the second ALC program demo, Hermeus achieves flight with a remotely piloted hypersonic aircraft, America's air traffic control crisis and more.

TOP STORY



AI & AUTONOMY

Anduril Teams With eVTOL Developer Archer To Pitch UK Military and Civil Aircraft

Anduril Industries' UK subsidiary this week announced it is leading a team with Archer Aviation to bid for future military and civil flight opportunities with the latter's Midnight electric vertical.....[Read More »](#)



AVIONICS INTERNATIONAL REPORT

Published every other Thursday, the Avionics International Report delivers curated coverage of the latest advancements in aircraft systems, connectivity, and flight operations. Designed for aviation engineers, executives, and project leaders, this briefing provides timely intelligence for professionals shaping the future of avionics.

- **Sponsorship Options:**

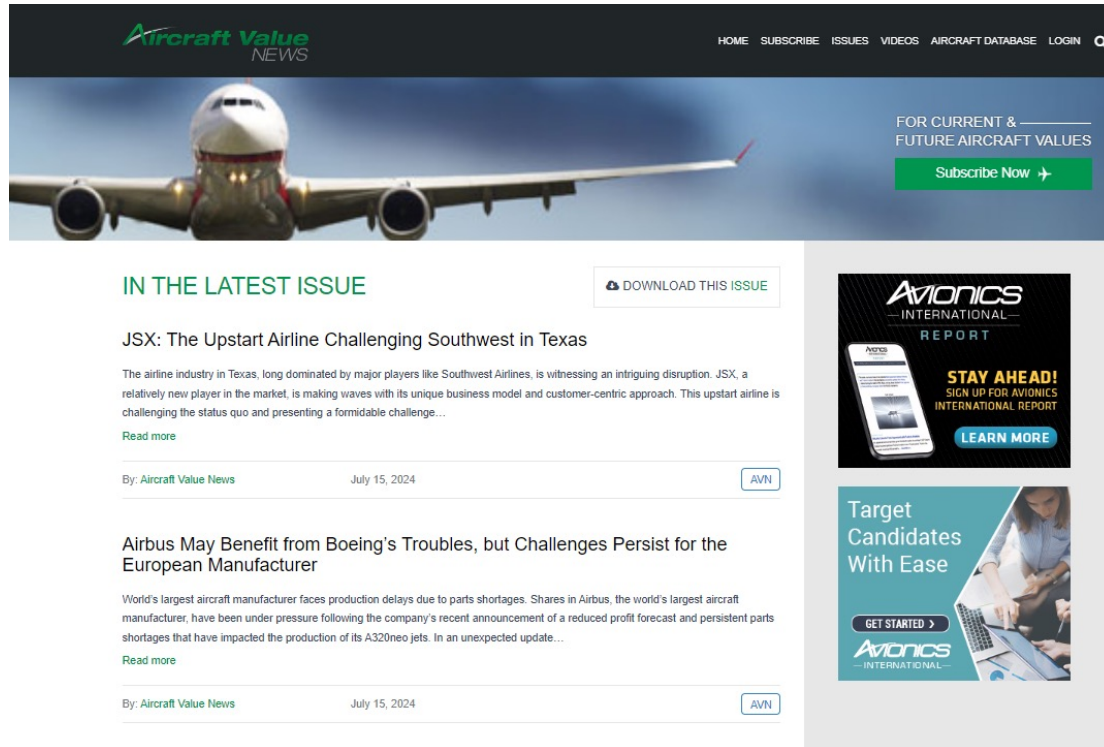
- Display Ad (600x300): 1x - \$2,600 | 4x - \$2,450 | 12x - \$2,300
- Exclusive Takeover: 1x - \$4,000 | 4x - \$3,500 | 8x - \$3,000

- **Exclusive Takeover Includes:**

- Prominent logo placement, a long-form native ad integrated within content, and a premium display ad for maximum visibility.

[View Takeover Example From Sister Brand Here](#)

WEBSITE ADVERTISING



AIRCRAFT VALUE NEWS

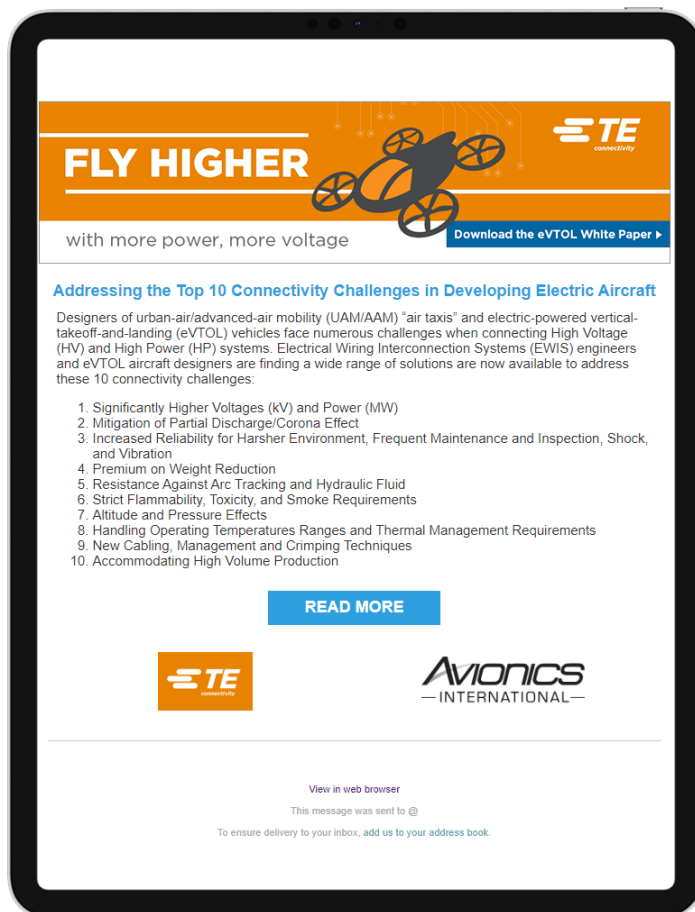
Aircraft Value News is the trusted source financial analysts and aviation professionals rely on to make informed aircraft leasing and purchasing decisions. Published bi-weekly, it delivers expert insight into market values, lease rates, and residual trends—along with exclusive Aircraft Value Tabulation & Index and Aircraft Value Analysis tables that track emerging aircraft types and market movements.

Advertise alongside the intelligence decision-makers depend on. Place your brand in front of subscribers at financial institutions, aircraft lessors, and airlines through targeted banner placements on AircraftValueNews.com.

- **Advertising Options:**

- 300X600 Right Rail \$120/CPM
- 300X250 Medium Rectangle \$120/CPM

EMAIL MARKETING



TARGETED EMAIL BLASTS

Deploy your messaging promoting a product, case study, company announcement or more. You select a target audience from our database to send your email.

Email Features

- You supply an HTML file and subject line
- You select a targeted audience of 5K
- After one week, we follow up with a report including full deployment analytics

Pricing: \$4,900

BRAND BOOST

AVIONICS INTERNATIONAL BRAND BOOST

Extend your campaign reach and connect with high-value prospects through Avionics International's targeted Brand Boost program. Using our first-party audience data, your ads reach aviation and aerospace professionals wherever they are—on our site, across programmatic networks, and on key social channels.

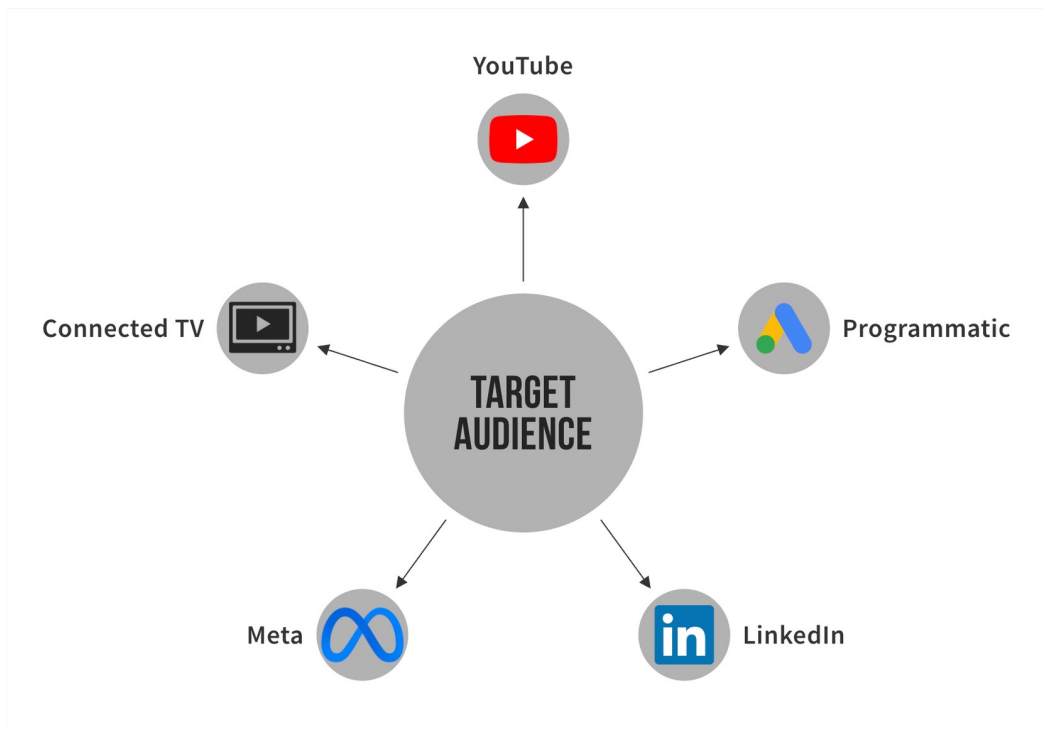


- Capabilities:

- Precision targeting using identity-matched first-party data
- Multi-channel delivery across programmatic, Meta, YouTube,
- Brand-safe placements managed by our in-house Ad Operations team
- Optional custom blacklist/whitelist for added control

Pricing: Starts at \$6,000 per month

VIDEO BOOST



AVIONICS INTERNATIONAL VIDEO BOOST

Expand the reach of your video content with Avionics International's multichannel Video Boost program. Using our first-party audience data, your videos are served to verified aviation and aerospace professionals across programmatic, Meta, and YouTube—maximizing exposure and engagement.

- Capabilities:
 - Precision targeting using first-party data to reach active defense audiences
 - Multi-channel activation across Programmatic, Meta, and YouTube
 - Optimized for impressions, clicks, or complete views
 - Expert support to guide creative and content strategy

Pricing: Starts at \$9,500 per month

THOUGHT LEADERSHIP SOLUTIONS

QUIZ SPONSORSHIPS

Engage Avionics International and Aircraft Value News readers through our interactive quizzes designed to test industry knowledge and spark conversation. Sponsorships deliver brand visibility and website traffic through a fun, high-engagement format promoted across both brands.

BRAND CONNECT

Syndicate your top-of-funnel content on Avionics-International.com and drive traffic to your asset using our most effective marketing tactics.

[SCHEDULE A MEETING TODAY!](#)

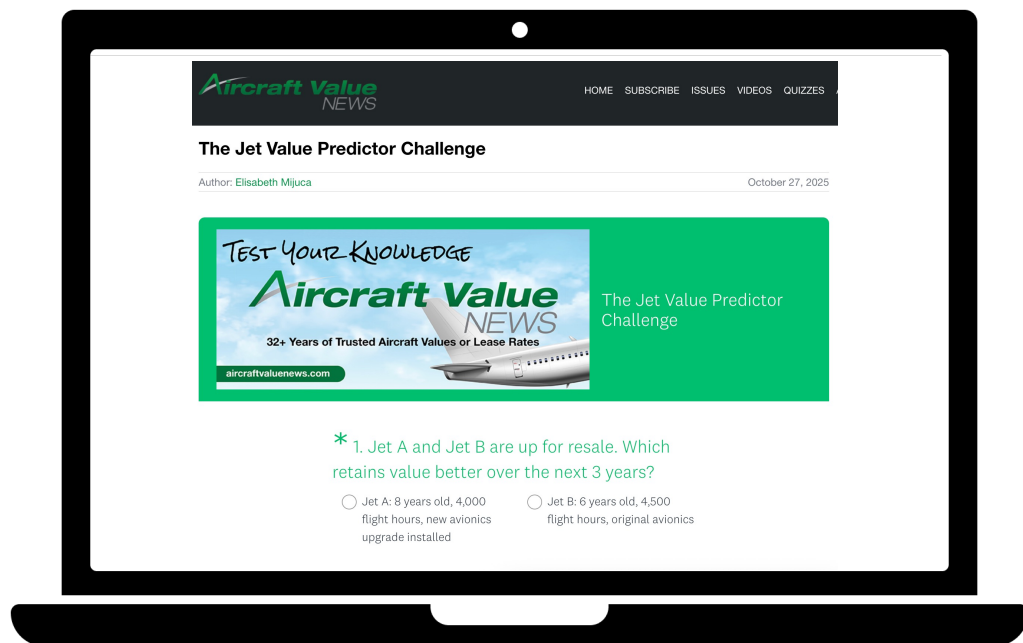
INTERACTIVE QUIZ SPONSORSHIPS

AIRCRAFT VALUE NEWS INTERACTIVE QUIZZES

Aircraft Value News offers readers engaging and interactive aviation finance quizzes promoted across both the AVN and Avionics International audiences. Create your own custom Test Your Knowledge quiz to showcase your expertise, build brand visibility, and drive qualified leads through a fun, high-engagement format.

- 5-10 Questions
- Logo throughout quiz experience
- Promotion through full database email blast + social media

Pricing: \$6,500



BRAND CONNECT

BRAND CONNECT



Brand Awareness &
Thought Leadership

AVIONICS INTERNATIONAL BRAND CONNECT

Expand the reach of your content and build brand awareness among key decision-makers in the aviation and aerospace industry. Brand Connect transforms your white papers, reports, and videos into fully promoted content experiences—delivered directly to our engaged professional community.

- How It Works:
 1. Provide your content asset (article, video, infographic, or report)
 2. Select your target audience from our proprietary database
 3. Our team develops and executes the full promotional campaign

Pricing: Starts at \$9,500/mo

LEAD GENERATION SOLUTIONS

LIVE WEBINARS

Present a live, interactive webinar to our highly engaged audience. Our editorial team moderates and hosts while our marketing team manages all webinar promotion, registration and lead generation.

PIPELINE

Host gated, downloadable content on our site to generate leads. Each Pipeline campaign comes with a strategic marketing package to reach your target audience.

[SCHEDULE A MEETING TODAY!](#)

LIVE WEBINARS

LIVE & ON-DEMAND WEBINARS

Generate qualified leads while showcasing your thought leadership through a custom Avionics International webinar. You choose the topic and speakers and our team handles production, promotion, and moderation to deliver a seamless, high-credibility experience under the Avionics International brand.

Why our clients value our webinars

- Third party credibility with Avionics International moderation and branding
- Our reach and penetration into the market
- Lead generation

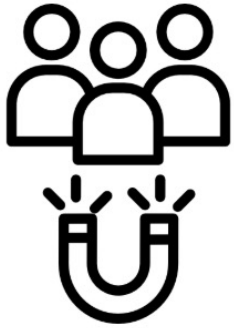
Pricing

- \$15,900



PIPELINE

PIPELINE



Generate Leads

AVIONICS INTERNATIONAL PIPELINE PROGRAM

Expand the reach of your gated content and generate qualified leads through Avionics International's trusted network of avionics, connectivity, and aerospace decision-makers. Pipeline campaigns help you capture marketing consent and deliver new contacts your sales team can act on right away.

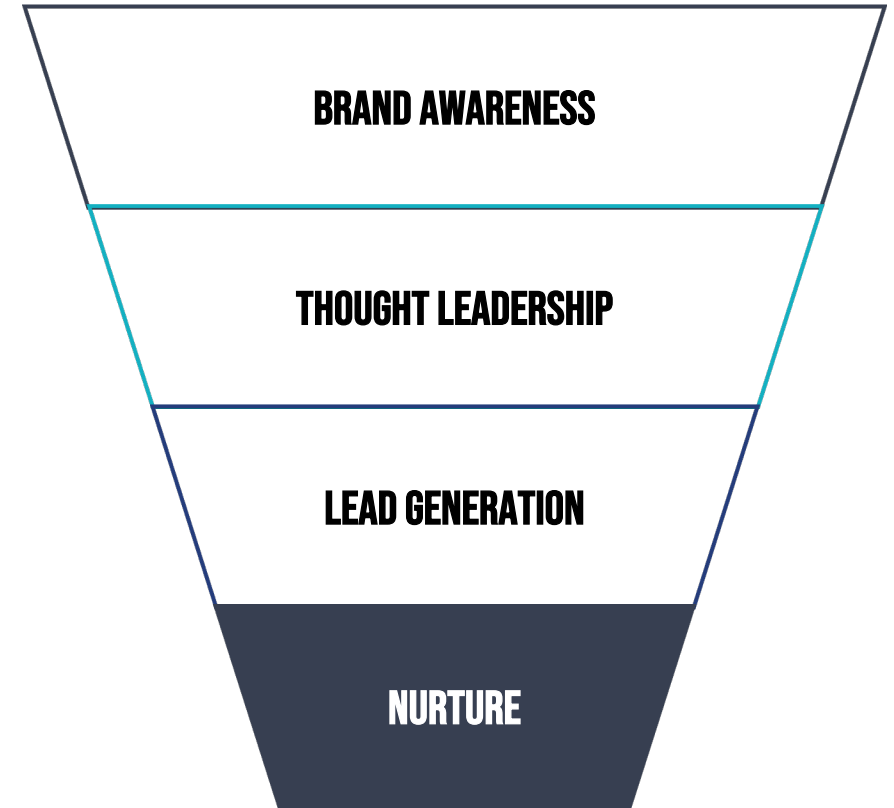
- How It Works:
 1. Provide your gated asset (e.g., report, whitepaper, or case study)
 2. Select your target audience from our database
 3. Our team executes a fully managed, multi-channel campaign

Pricing: Starts at \$11,000 per month

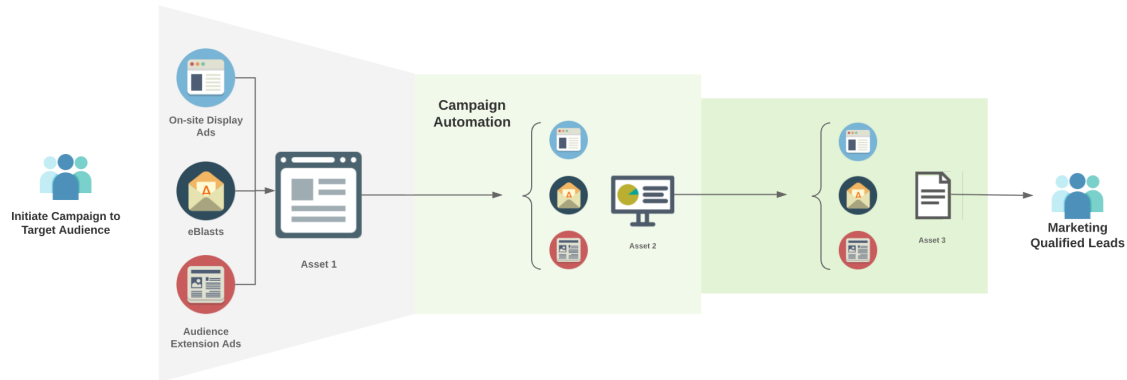
NURTURE

[Learn More About Flow](#)

Strengthen client and prospect relationships using Avionics International's Flow solution. These longer-term, multi-asset targeted content marketing campaigns are designed to engage your audience at every stage, fostering meaningful connections and ongoing dialogue.



flow Dynamic Communication Experience Powered by Engagement



FLOW IS MARKETING ORCHESTRATION

WHY FLOW?

- **GENERATE WARMER, SALES-READY LEADS**
- **BETTER RESPONSE TO CAMPAIGNS DUE TO TARGETING/RELEVANCE**
- **MOVE LEADS THROUGH THE FUNNEL FASTER**
- **HIGHER ACCEPTANCE OF LEADS FROM SALES**
- **CONTRIBUTE GREATER VALUE TO SALES PIPELINE**

SCHEDULE A MEETING TODAY!

YOU'RE IN GOOD COMPANY

A sample of the organizations that partner with *Avionics International*

WINDRVR

BAE SYSTEMS

S SAFRAN

AmphenolCIT™
Cable & Interconnect Technologies

 **ses**

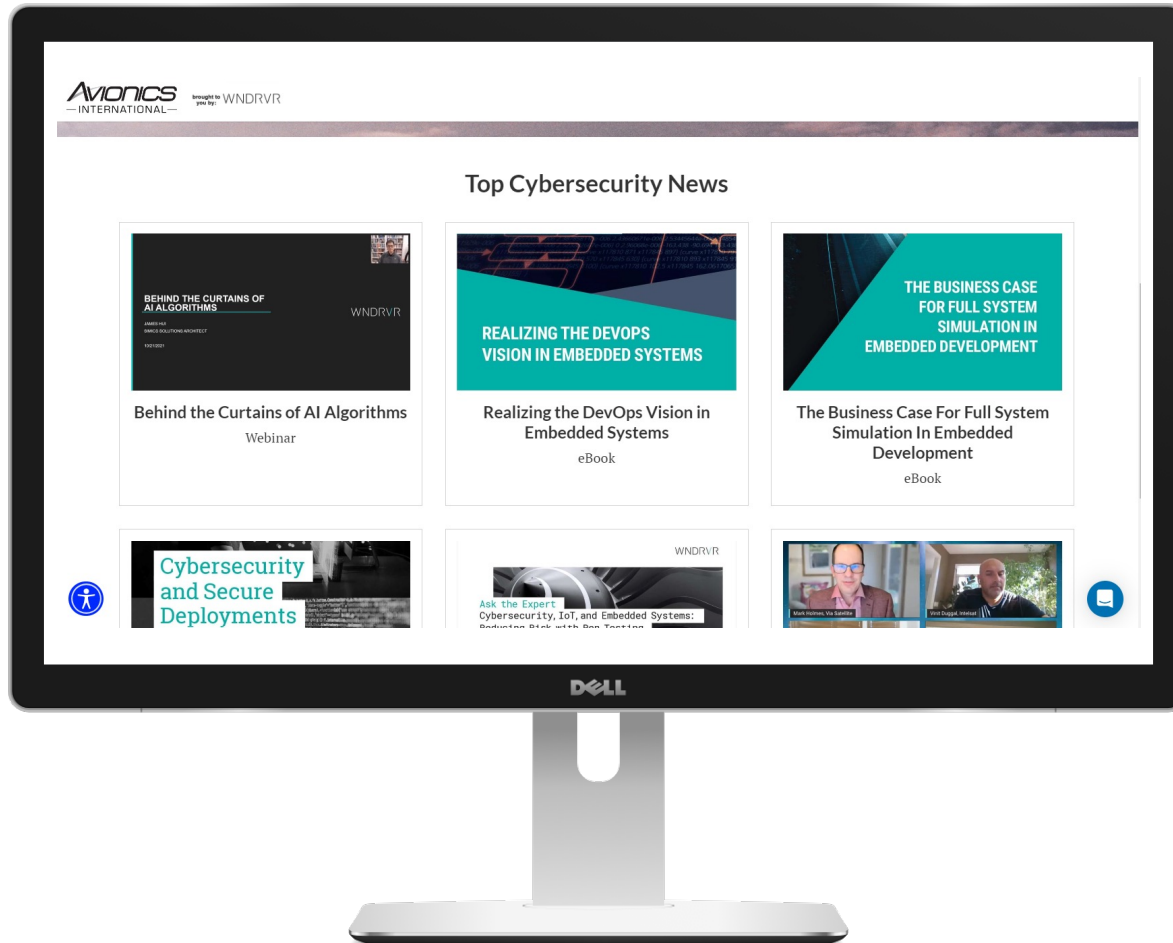
HOLT^{INC.}
INTEGRATED CIRCUITS

Honeywell

mercury

 **L3HARRIS™**

CASE STUDIES



WIND RIVER FEEDS THEIR SALES PIPELINE THROUGH CONTENT MARKETING

Strategy

Tasked with generating new qualified leads that met specific scoring requirements for Wind River, we developed a campaign optimized to nurture and capture MQLs, prioritizing multi-touch engagements that convert to first meetings. By utilizing multiple content assets, we've helped our readers learn about, evaluate, and ultimately express interest in Wind River Solutions.

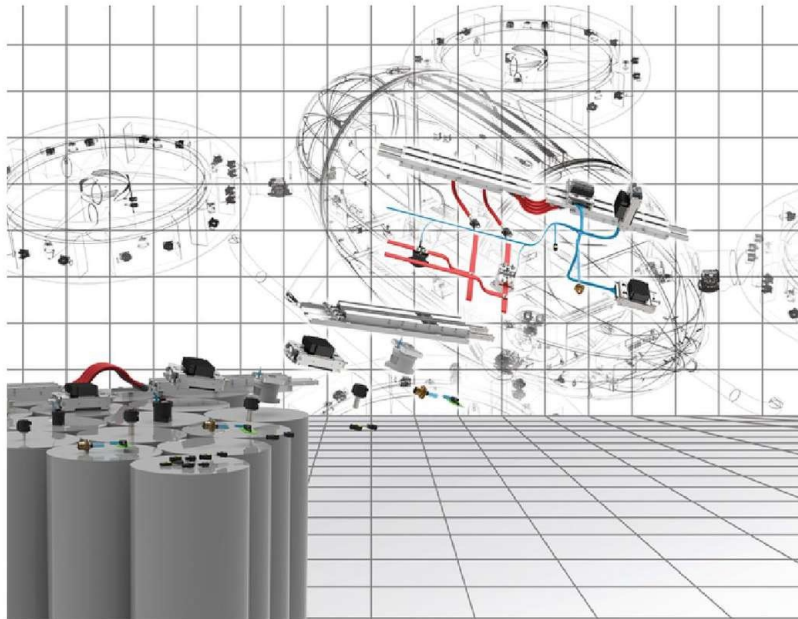
Results

- Over **600** Marketing Qualified Leads generated to date

CASE STUDIES

ADDRESSING THE TOP 10 CONNECTIVITY CHALLENGES IN DEVELOPING ELECTRIC AIRCRAFT

by: Matthew McAlonis, Technical Fellow and global leader of Engineering for the Aerospace Defense & Marine



TE CONNECTIVITY POWERS TARGETED LEAD GENERATION

Strategy

Seeking to demonstrate technical excellence in an emerging aviation vertical, TE Connectivity launched a targeted Pipeline campaign, with emails, ads, and other high-impact marketing promotion served for an entire month.

Results

- **123 asset downloads** and leads generated
- **25% average email open rate** across the campaign

MEET THE AVIONICS INTERNATIONAL BUSINESS TEAM



KIM MATEUS

Brand Director,
Aerospace Group



AMY LORIA

VP, Sales, 352-873-4288

[Schedule a Meeting w/
Amy](#)



RICH ABBOTT

Editor



ELISABETH MIJUCA

Director of Marketing



MILES FARNSWORTH

Manager, Digital
Strategy and
Operations